



New Mexico's Mentored-Youth Hunting Program

A proven initiative for the future of hunting

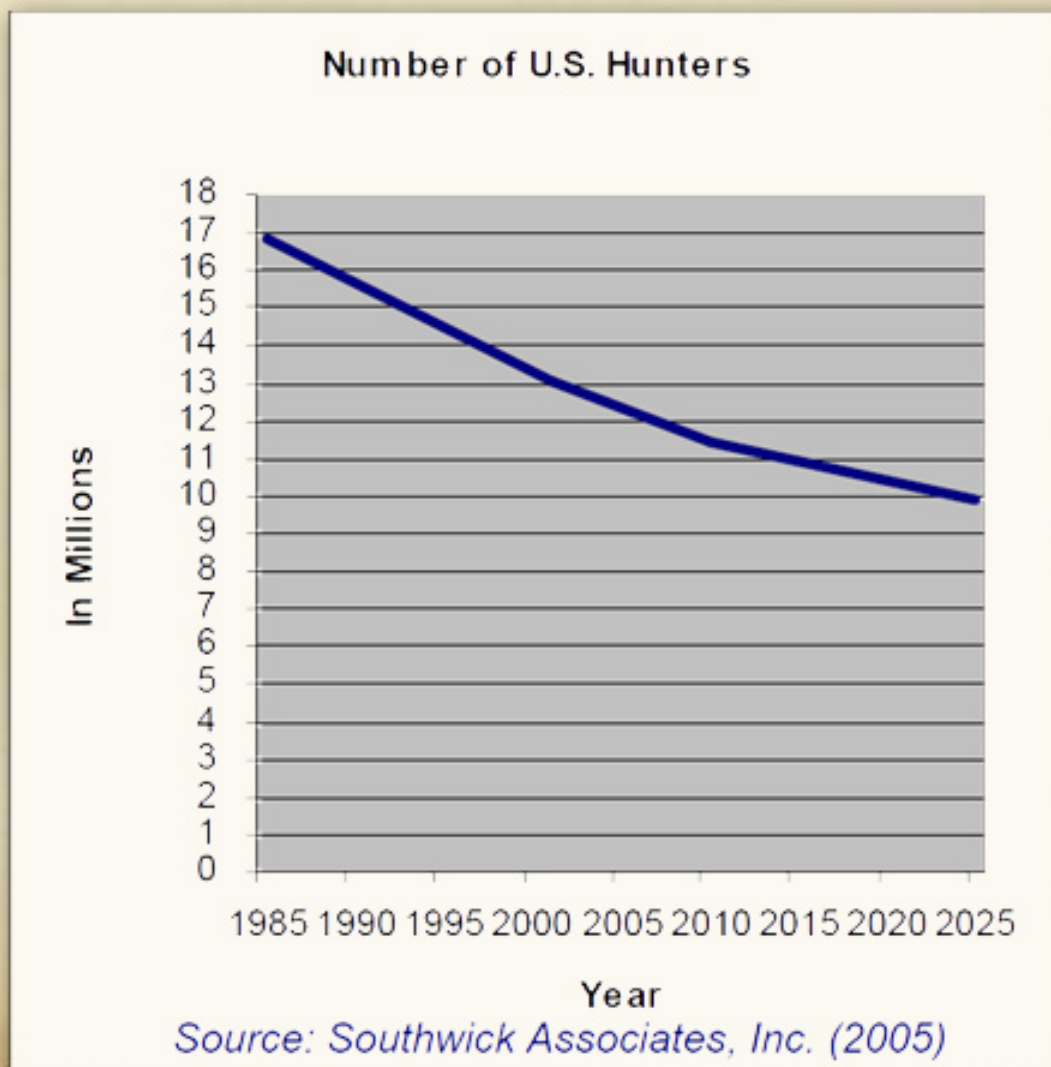




Facing The Challenge

A number of states faced with declining hunter recruitment are adopting the Mentored-Youth Hunting Program approach.

This allows young hunters who are coached by a nearby mentor to go hunting without first passing a Hunter Education class.



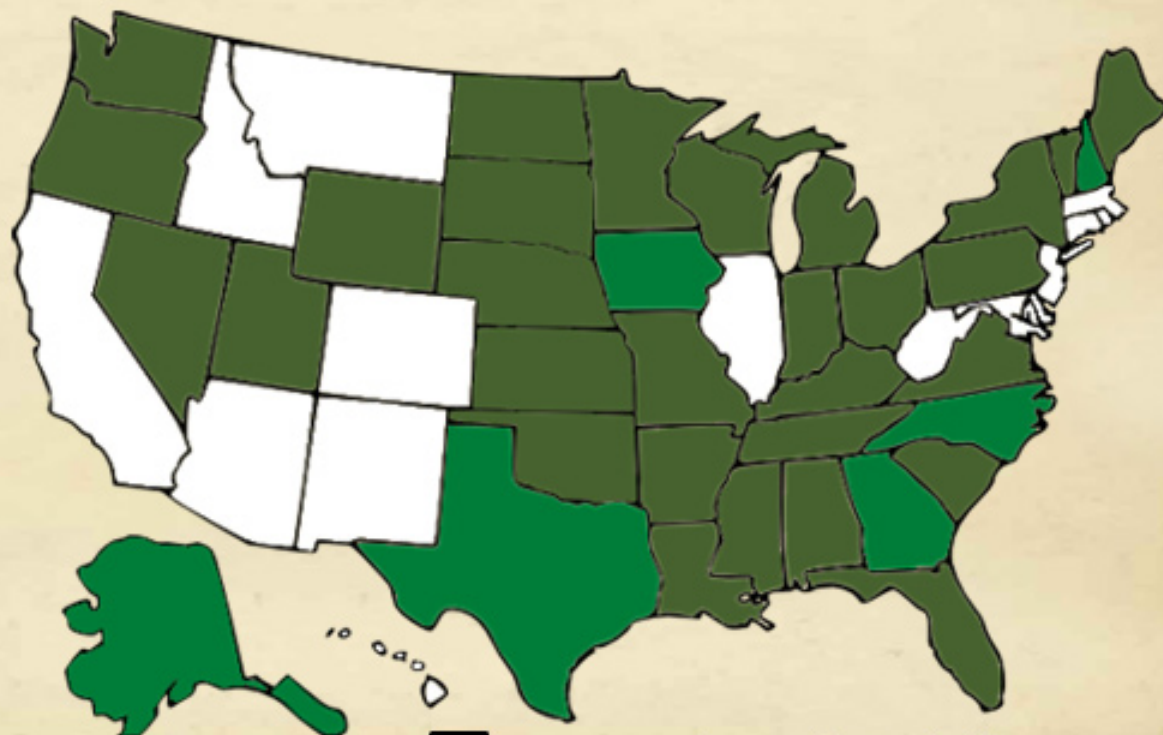





A Proven Initiative

782,604 new hunters!

Since Families Afield launched in 2004, **32 states** have passed mentor program Bills.

These states have successfully passed legislation lowering barriers to hunting.



-  States with Families Afield Measure
-  States with Apprentice Program
-  States with NO Program or Measure



Recommendation

- A. Mentor pass will substitute for the Hunter Education requirement for up to two concurrent license years.
- B. Abbreviated Online course required.
- C. Mentors can be any legally licensed hunter, 18 years of age or older.
- D. Mentored-hunters must be within an audible-voice distance of their mentor.





Implementation

Our customers would be able to take advantage of this opportunity through their CIN account, area offices and beginning April 1, would be able to go to a license vendor.





Measuring Success

The Department can utilize the current licensing database to capture the following information:

- How many are using the mentored opportunity?
- When did they begin their mentored opportunity?
- Did they hunt and for what species?
- When did they decide to take a hunter education class?
- Did we recruit them?

Conduct surveys at time of application and follow-up.

Adapting to Change

When New Mexico experiences increased numbers of youth hunters as a result of the program, the agency will adjust how we offer Hunter Education classes.

- Increase Online/Field Day class opportunities.
- Continue with diligent Hunter Education instructor recruiting efforts.





Current Recruitment Efforts

Restructured instructor workshop pilot in Farmington June 28-30.

- 11 instructor candidates participate.
- 11 complete the training.
- 11 passed the background check.
- They conducted their first student course Saturday, July 28.





Other Recruitment Efforts

- Sent 3,000 notices (electronic/postcards) to existing NM NRA instructors - netted five responses.
- Handed out ten instructor applications at the Bob Gerding Outdoor show - three applications were submitted.
- New Mexico Hunter Education Instructor Association - applications were provided during their fundraising efforts.
- Utilizing instructors to recruit during student courses.
- Utilize GovDelivery.

